

## **Econo Lodge Invites Fans To Reel In A Big Catch With Bassmaster Elite Series Champion Justin Lucas**

### **CONTEST RUNS THROUGH SEPTEMBER 5, 2018**

ROCKVILLE, Md., June 12, 2018 /PRNewswire/ -- [Econo Lodge](#), a Bassmaster Elite Series tournament presenting sponsor, is giving one lucky winner and a guest the opportunity to spend the day with two-time Bassmaster Elite Series champion Justin Lucas at Lake Guntersville, Ala. The *Econo Lodge Easy Escape, Fishing with Justin Lucas* contest runs through September 5, 2018. Participants can enter online by submitting a photo and description of their most memorable fishing trip. The winning entry will be announced in September.

"Outdoor enthusiasts choose the Econo Lodge brand because it offers great value and convenience, as many of its more than 800 locations are nearby lakes, rivers, mountains and streams," said Craig Mustard, head of domestic brand management for economy brands, Choice Hotels. "As a thank you to the brand's loyal guests, we want to provide them with a once-in-a-lifetime opportunity to win a fishing experience with Bassmaster champion, Justin Lucas."

The lucky contest winner and guest will receive a three-day prize package from October 28-30, including:

- A full day of fishing with Justin Lucas on his home lake at Lake Guntersville, Ala.
- Two-night stay at the nearby Econo Lodge hotel in Boaz, Ala.
- Airfare and car rental.
- The ultimate tackle box, complete with a new rod and reel from Abu Garcia, and bait and line from Berkley.

Justin Lucas is a professional angler who joined the Elite Series in 2014. Lucas has participated in 61 tournaments, with 17 top-10 finishes and two victories – California Delta and Potomac where he caught 72- and 82-pound fish, respectively.

The Econo Lodge brand is the presenting sponsor of two 2018 Bassmaster Elite Series tournaments, at Lake Martin from February 8-11 in Alexander City, Ala., and at Sabine River from June 7-10 in Orange, Texas. The brand is also a participant in two additional tournaments this year, at Lake Travis from May 17-20 in Jonestown, Texas, and at St. Lawrence River from August 23-26 in Waddington, N.Y.

Econo Lodge is franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH). For more information about the *Econo Lodge Easy Escape, Fishing with Justin Lucas* contest, visit [EconoLodge.com](#).

### **Econo Lodge®: Easy Stop On The Road**

With the amenities you need, the price you want and a brand you trust, Econo Lodge hotels make traveling easy. The Econo Lodge brand is one of the most trusted and recognized in the economy segment with more than 800 hotels located around the United States. Every property provides the amenities guests need to feel refreshed, including free Wi-Fi, complimentary continental breakfast, in-room refrigerators, convenient device recharge throughout guest rooms and premium movie channels. For more information, visit [EconoLodge.com](#).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels

International represents more than 550,000 rooms around the globe and as of March 31, 2018, there are more than 900 hotels in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 36 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

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